

## ABSTRAK

Penelitian ini berjudul “Pengaruh Terpaan Iklan Televisi Terhadap Minat Beli Remaja Putri Di Outlet Garnier Toko Mutiara, Yogyakarta”. Tujuan dalam penelitian ini adalah untuk mengetahui terpaan iklan televisi Garnier terhadap minat beli remaja putri di Toko Mutiara Yogyakarta. Teori yang digunakan adalah Terpaan Media dan Teori Perilaku. Metode penelitian ini menggunakan metode eksplanasi yakni untuk menjelaskan suatu generalisasi sampel terhadap populasinya atau menjelaskan hubungan, pengaruh dan perbedaan satu variabel dengan variabel lainnya. Dalam penelitian ini sampel yang diambil adalah remaja putri yang mendatangi atau membeli produk Garnier di Outlet Garnier di Toko Mutiara di Yogyakarta. Metode yang digunakan adalah *simple random sampling* (metode pengambilan sampel dimana sampel diambil secara acak). Hasil analisis diketahui bahwa kebanyakan responden (46,0%) menilai “Sangat Setuju” variabel terpaan iklan televisi. Untuk hasil analisis variabel minat beli remaja putridiketahui bahwa kebanyakan responden (62,0%) menilai “Setuju”. Hasil analisis *pearson correlation* menunjukkan bahwa variabel terpaan iklan televisi Garnier Light Night Cream mempunyai hubungan signifikan dengan Minat Beli Remaja Putri di Outlet Garnier di Toko Kosmetik Mutiara (nilai probabilitas  $t_{hitung}$  (0,000) < *Level of Significant* (0,05)). Hal ini dapat diartikan, jika terpaan televisi Garnier Light Night Cream meningkat, maka Minat Beli Remaja Putri di Outlet Garnier di Toko Kosmetik Mutiara juga akan mengalami peningkatan signifikan. Hasil analisis regresi linier menunjukkan bahwa variabel terpaan iklan televisi Garnier Light Night Cream mempunyai pengaruh positif terhadap Minat Beli Remaja Putri di Outlet Garnier di Toko Kosmetik Mutiara (nilai probabilitas  $t_{hitung}$  (0,000) < *Level of Significant* (0,05)). Hal ini dapat diartikan, jika terpaan televisi Garnier Light Night Cream meningkat, maka Minat Beli Remaja Putri di Outlet Garnier di Toko Kosmetik Mutiara juga akan mengalami peningkatan signifikan. Hasil analisis regresi dengan metode OLS diperoleh  $R^2$  (Koefisien Determinasi atau *R Square*) sebesar 0,530 artinya variabel dependen (Y) dalam model yaitu minat beli remaja putri (Y) dijelaskan oleh variabel independen (X) yaitu terpaan iklan televisi (X) sebesar 53,0%, sedangkan sisanya sebesar 47,0% dijelaskan oleh variabel lain di luar model, misalnya bintang iklan, tema iklan, *jingle* iklan dll. Hal ini menunjukkan bahwa responden dipengaruhi oleh terpaan iklan televisi Garnier mempengaruhi minat beli remaja putri.

## **ABSTRACT**

The study is titled "The Effect of Television Advertising Exposure To Buy Interest In Young Women Pearl Outlet Stores Garnier, Yogyakarta". The purpose of this research was to determine the Garnier television advertising exposure to interest young women in the store buying Mutiara Yogyakarta. The theory used is Media Exposure and Behavioral Theory. This research method using the method of explanation to describe a generalization of the sample population or explain relationships, influences and differences in one variable with another variable. In this study the samples taken are young women who come to buy a product or Garnier Garnier in Outlet Stores in Pearl in Yogyakarta. The method used is simple random sampling (sampling method where samples were taken at random). Results of analysis show that the majority of respondents (46.0%) rate "Strongly Agree" television advertising exposure variables. For the analysis of variable purchase interest teens putridiketahui that most respondents (62.0%) rate "Agree". Pearson correlation analysis results showed that television advertising exposure variables Garnier Light Night Cream has a relationship with signifkan Buy Interests Young Women in Outlet Stores Garnier Cosmetics Pearl (t-test probability value (0.000) <Level of Significant (0.05)). It can be interpreted, if exposure to television Garnier Light Night Cream increases, then the Buy Interests Young Women in Cosmetics Retail Outlet in Pearl Garnier will also increase significantly. Results of linear regression analysis showed that television advertising exposure variables Garnier Light Night Cream has a positive influence on the Young Women Buy Interests in Outlet Stores Garnier Cosmetics Pearl (t-test probability value (0.000) <Level of Significant (0.05)). It can be interpreted, if exposure to television Garnier Light Night Cream increases, then the Buy Interests Young Women in Cosmetics Retail Outlet in Pearl Garnier will also increase significantly. Regression analysis with OLS method R<sup>2</sup> (coefficient of determination or R Square) of 0.530 means that the dependent variable (Y) in the model, namely buying interest young (Y) explained by the independent variables (X) that exposure to television advertising (X) by 53, 0%, while the remaining 47.0% is explained by other variables outside the model, such as commercials, advertising themes, advertising jingles.